

- ## ROLL CALL

**Bid Award: Sodium Hypochlorite Bleach 12.5%**

**Brooks-Gurrola** asked whether any local vendors bid on this item; **Pfannenstiel**: The chemical is not available locally.

**Contract Award: Request for Qualifications (RFQ) Stormwater Engineering Consulting Services**

**Johnson** questioned how this RFQ was scored.

**Pfannenstiel** explained:

- Staff proposes to award two work order contracts: one to Osman Engineering and another to James Davey and Associates, Inc.
  - James Davey of James Davey and Associates, is a former Engineer for the Yuma County Water Users Association and has been designing and working on water projects for 30 years.
  - Abraham Osman is a former City employee who formed his own Engineering Company. Osman participated in researching, drafting and the adoption process of the current City of Yuma stormwater regulations.
- State law requires that RFQ's be awarded based on qualifications, rather than low bid.

**Johnson** asked to see the scoring sheets and selection criteria for this RFQ.

**Appointment of Acting City Administrator**

**McClendon** asked for confirmation that the list of names of Acting City Administrators is not hierarchical in nature. Wilkinson confirmed that is the case.

**Ordinance O2010-34 Call of Election: Public Safety Tax**

**McArthur** and **Lekan** presented the following information:

- Extending the tax presents a long term way to fund public safety needs.
- The extension would be for 10-20 years.
- The current Public Safety Tax is:
  - Two-tenths of one percent
    - Constituting one-tenth of the Hospital Tax
    - Less than half the City Road Tax
    - One-fifth the recently passed State sales tax.
  - Has been in effect for 15 years
  - Limited in scope of use to:
    - The construction of new Municipal Court and YPD facilities, new fire stations and a new communications system.
  - There is a need to change the permitted uses of the funds.

- Extending the tax will support continued system sustainability – the level of service citizens have come to expect.

#### Discussion

- The word “tax” scares people.
  - There is no such thing as a temporary tax.
  - The current tax doesn’t expire until 2015. Why put on the ballot in 2010?
    - The process is long and planning for renovations takes time.
  - Maintenance of Effort Clause
    - There needs to be some guarantee that the money will indeed be used for what taxpayers were told and not for operations, salaries, gasoline or such.
  - Sunset date
    - Is it staff’s intention to bring the issue back with a sunset (expiration) date, should it voters deny it because of the omission.
      - If the City Council wants to include a sunset date, it should do so prior to adopting the ordinance tomorrow.
      - The schedule for the fall election does not allow the City Council any additional time to rework the ballot language.
  - Will the language be clarified and made easier to understand?
    - This is the ballot language; clear educational information will be made available for the public.
  - This tax will penalize the working poor.
    - It is the City Council’s responsibility to determine the need for the tax and put it on the ballot. Voters will make the final decision.
- **Wilkinson** noted that he had contacted certain local groups about the extension. In discussing this with those groups, he stressed the fact that supporting public safety is a continuous effort. He spoke with many community members willing to support a public safety tax without an ending date. Once the election is called, the City will begin the outreach efforts.

## II. YUMA VISITORS BUREAU

**Susan Sternitzke**, Interim Executive Director of the Yuma Visitors Bureau (YVB) briefed Council, as follows:

- YVB has: new ideas, a new direction, a new Board, a new Interim Director, and a new building
- Total budget: \$1.7 million dollars.
  - 2% Hospitality Tax funding: \$650,000 annually
    - Yuma Crossing National Heritage Area (YCNHA), Heritage Festivals operations will be coming under the umbrella of the YVB, bringing with it its \$81,000 in 2% Hospitality Tax funding.
      - Current staffing will merge.
      - YVB will be responsible the marketing and management of at least 16 Heritage Festival events.

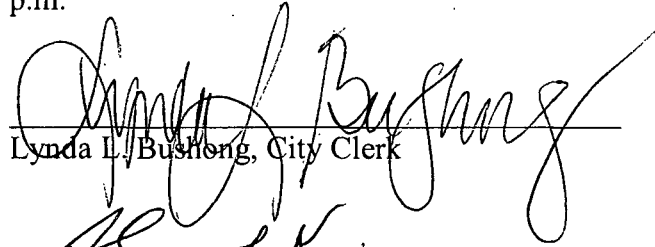
- Mission: To promote the Yuma community as a year-round destination by nurturing tourism growth and community support.
  - To put “heads in beds” - an industry term for filling hotel rooms.
- Achievements
  - 1,510 more rooms were sold in Yuma County in the 1<sup>st</sup> quarter of 2010 than were sold in the same quarter in 2009.
    - Attributable to agriculture and military presence
  - Although hotel room demand is down, Yuma is doing better than the nation overall, the State as a whole and the metropolitan Phoenix and Tucson areas individually.
- Challenges in 2009-2010 Fiscal Year:
  - 13.6% increase in hotel room supply, resulting in 15% decrease in individual occupancy rates
- Challenges in 2010-2011 Fiscal Year
  - Arizona Office of Tourism budget cuts - \$50,000
  - Continuing oversupply of hotel rooms
  - Fierce local competition
  - Perceived safety issues
- YVB is working on a new logo, a new website and promotional video, as well as a new ad campaign, dubbed: Refresh Your Senses.
  - Each ad in the campaign will draw upon the area’s attraction to one of the five senses.
- YVB is able to leverage collaborative advertising opportunities:
  - YCNHA will provide funding to market the Territorial Prison, the Quartermaster Depot and Pivot Point Plaza.
- New program will focus on Agriculture – “Showing What We’re Growing” – goals:
  - Develop relationships with all areas of local agriculture
  - Market what Yuma already has
  - Offer grants for agri-tourism-related experiences
  - Partner with the University of Arizona Agricultural Extension Office with “Pick in Our Field” program
  - Partner with local grocery stores to create displays and encourage participation
  - Begin researching the possibility of creating an agriculture museum
- Overall Goals/Accountability
  - Establish and meet sales goals for room nights booked
  - Maintain proactive advertising/marketing and media relations program
  - Create local partnerships and opportunities for collaboration
  - Implement ad campaign tracking program to determine return on investment
  - Maximize opportunities to reach visitors at Visitors Information Center

### **III. ADDITIONAL ITEMS FOR POSSIBLE DISCUSSION**

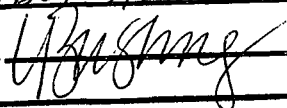
No additional items were discussed.

**IV. ADJOURNMENT/EXECUTIVE SESSION**

**Motion** (Beeson/Mendoza): To adjourn to Executive Session. The meeting adjourned at 6:30 p.m.

  
Lynda L. Bushong, City Clerk

  
Alan L. Krieger, Mayor

Approved at the City Council Meeting of:
<u>September 15, 2010</u>
City Clerk: <u></u>